# PRE-PRICED & PRE-DESTINED TO SELL

## PROFITS ARE IMMINENT WITH PRE-PRICED

REGULAR & EXTRA THICK

**VELVEETA® Slices**

PRE-PRICED PACKAGES AVAILABLE
AUGUST & SEPTEMBER, 1991

Flagged, pre-priced packages encourage impulse sales and incremental profits.

**DON'T MISS OUT ON HISTORIC VOLUME AND MOMENTUM GAINS!**

**INCREASE VELOCITY!**

- Previous pre-priced program generated −17% takeaway growth for participants.*

**BRING IN NEW CONSUMERS!**

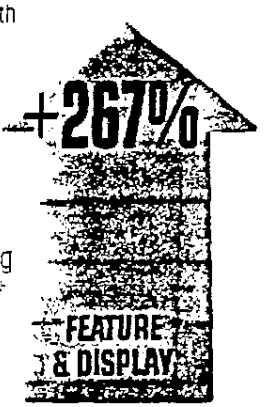
- 25% of pre-priced volume came from increased category consumption or new category buyers.**

**BUILD MOMENTUM!**

- Led to total Velveeta Slices takeaway growth of +4.2% vs. a −2.5% category decline.***

**VOLUME WITH MERCHANDISING**

More than triple your sales by merchandising VELVEETA Slices!****




*Versus previous year Infoscan 9309 9011
**Total Source of Volume Study 1/91
***Infoscan Total Process Slices 12/2 YTD vs. PY
****Increase over case sales — (R) Promotionscan 6/90

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Exhibit B